

**The Roof of the World**

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General Roofing  
Manufacturing  
Co.

"From Greenland's icy mountains,  
From India's coral strand,  
Where Afric's sunny fountains  
Roll down their golden sand,  
From many an ocean-rever,  
From many a palm plain,  
'They call us to deliver'  
Their heads from sun and rain.

You will find CERTAIN-TEED affording equal protection from the snow and ice of the Arctic, and the sun and rain of the Tropics. It is literally "the roof of the world".

Making roofing is the General's chief business. He makes one-third of all the roll roofing made in America—thirty-nine other manufacturers make the balance. Such predominance is due to the General's ability to make the highest quality roofing at the lowest cost.

Every advantage that men, money, mills and machinery can offer is used to increase production, maintain quality and lower the cost. The result is that today CERTAIN-TEED, the world's best quality, costs less than inferior roofing cost ten years ago.

CERTAIN-TEED is made of the best quality roofing felt, thoroughly saturated with a scientific blend of soft asphalts, the formula of the General's board of expert chemists. It is then coated with a blend of harder asphalts, which keeps the inner saturation soft and prevents the drying-out process so destructive to ordinary roofing.

CERTAIN-TEED is guaranteed for 5, 10 or 15 years, according to ply (1, 2 or 3). Experience proves that it

**Certain-teed**  
Roofing

By the way, isn't it about time for Lord Kitchner's semi-annual announcement that the war will begin in May.